

POSITION DESCRIPTION

JOB TITLE: Marketing Specialist (Full-Time/Non-Exempt)

DEPARTMENT: Marketing

REPORTS TO: Corporate Director of Marketing

ESSENTIAL PURPOSE: To provide efficient and accurate clerical and administrative support to the Corporate Director of Marketing and the entire Marketing team while consistently presenting a cordial and professional image. To be responsible for the day-to-day trafficking and coordination of the JC Resorts marketing programs.

ESSENTIAL DUTIES:

- To monitor and update the project schedule and to serve as the “traffic coordinator” or initial point of contact for vendors, agency, internal clients and Marketing staff.
- To manage the development and maintenance of the Marketing Calendar, coordinating the timely execution of calendar elements and to ensure that deadlines and due dates are met for direct mail, email, Web promotions, and related monthly marketing activities.
- To manage the print sample and media library, hi-res images through a third-party vendor.
- To manage all advertising contracts and insertion deadlines.
- To implement and manage the month-end reporting, including, but not limited to, toll free number tracking, email revenue tracking, Google analytics, pay-per-click results, imail results, Web traffic, and public relations impressions.
- To assist with social media communication with the parameters of the social media guidelines.
- To manage the marketing checkbook accounting, purchase orders and invoices.
- To coordinate direct mail progress from Creative Brief to drafts, through approval, printing and mailing.

- To provide coordination and administrative support for the execution of marketing plans.
- To maintain current press kits, coordinate press kit fulfillment and provide media follow-up.
- To be responsible for screening media and coordinating property stays.
- To manage the marketing e-mail in-box, providing direct response or forwarding to appropriate parties.
- To screen marketing opportunities and collect relevant collateral.
- To develop agenda and minutes for monthly marketing meeting.
- To coordinate updates for monthly reporting, including but not limited to, database and Web traffic tracking.
- To prepare internal marketing correspondence and to act as liaison to all properties and departments, including, but not limited to: ad alerts, reservation updates, and POC communication.
- To prepare external marketing correspondence and to act as liaison for all direct customer contact, as well as third party vendors as they relate to direct mail, e-mail, and web development.
- To collect and distribute on a daily basis all incoming mail for the Marketing department.
- To manage office supplies and ordering.
- To facilitate FAM trip requests and itineraries and to conduct, as needed, guided media tours of each property.
- To produce check requests and personnel related forms, as needed.
- To coordinate amenities for hotel guests for media trips.
- To understand and respond to all customer needs and requests in a timely and professional manner.
- To answer telephones promptly, courteously and in a friendly manner and to offer assistance, as needed.
- To accurately produce all correspondence and reports within the time frame requested by the initiating manager.

- To maintain accurate up-to-date files, as needed, to facilitate operation of the Marketing department.
- To serve as the initial point of contact for new outside vendors.
- To assist in special projects, as needed.
- To follow all policies and procedures of JC Resorts LLC.
- To immediately report all suspicious occurrences and hazardous conditions.
- To maintain the cleanliness and safety of work areas at all times.
- To practice safe work habits at all times, to avoid injury to self and others.
- To comply with company and departmental safety rules and regulations, including the proper handling of all relevant equipment.
- To attend all mandatory meetings as directed.
- To perform other tasks, including cross-training, as directed.

JOB KNOWLEDGE & EDUCATIONAL LEVEL: College degree and equivalent work experience required. English fluency required. Must have a minimum of 2 years experience in marketing administration or coordination. Familiarity with industry terms required. Must be computer literate and have working knowledge of Word, Excel and Adobe Creative Suites. Must have basic knowledge of accepted business writing formats and usage. Knowledge of office procedures, organization and telephone etiquette. Must be able to project a professional self image. Ability to perform and prioritize multiple tasks with ease. Valid California driver's license required. Proof of personal automobile insurance coverage required.

SKILLS AND APTITUDES: Strong written and verbal communication skills. Detail oriented. Organized and efficient. Learns quickly. Safety-minded. High quality standards for production and service. Diplomatic and calm. Courteous, friendly and professional manner. Must be a good team player and be self-motivated. Customer service focus. Able to work productively with little supervision. Trustworthy and reliable. Customer service focus.

WORKING ENVIRONMENT: Works indoors approximately 95% of shift in temperature controlled, clean and well-lit office. Works outdoors approximately 5% of shift in varying weather conditions. Makes regular short trips between locations. Bi-level structures.

PHYSICAL DEMANDS: Stands/walks approximately 10% of shift. Sits at desk or in meetings approximately 90% of shift. Must be able to work well under pressure. Must be flexible to work long, sometimes irregular hours. Frequent use of stairs, daily. Heavy use of phone, daily. Occasionally required to handle and move objects weighing up to 40 lbs. over short distances.

IMPACT OF DECISION: Decisions directly impact customer service and the public image of the hotel and golf course properties. Poor decisions may result in customer dissatisfaction and loss of revenues, due to unprofessional manner, lack of follow through, unsafe work practices, or improperly handled customer service situations.

GENERAL: Must comply with the Company's Appearance and Dress Code policy as set forth in the Employee Handbook.

JOB CLASSIFICATION: The position is classified as Full-Time and, upon completion of the Introductory Period, the employee is eligible for the Employee Benefits outlined in the Employee Handbook. Notwithstanding the foregoing, the Company reserves the right to amend, change or discontinue the policies, practices and benefits described in the handbook at any time and without notice.

NON-EXEMPT POSITION: Non-exempt employees are subject to the wage and hour laws and entitled to overtime pay. All overtime work by a non-exempt employee must be approved in advance by the employee's supervisor or the General Manager and the time initialed by him/her on the time card. Non-exempt employees who work overtime without prior approval are subject to disciplinary action, including termination.

AT-WILL EMPLOYMENT: The relationship between JC Resorts LLC and the employee is for an unspecified term and is considered "at will." This means that the terms and conditions of employment may be changed, with or without cause and with or without notice, including, but not limited to termination, demotion, promotion, transfer, compensation, benefits, duties and location of work. No one other than the President of the Company has the authority to make any verbal or written agreement contrary to this provision and any such agreement must be put in writing and signed by the President before it is effective.

JC Resorts LLC reserves the right to modify and update this Position Description as needed.

I have read and understand the above-referenced job requirements and have the ability to perform all of the essential duties listed herein. I agree to comply with the Company's performance standards and understand that I will need to be flexible in order to accommodate the changing needs of the hotel operation.

I further agree to comply with the rules and regulations set forth in the Employee Handbook and agree to abide with any departmental policies.

I acknowledge receipt of a copy of this job description.

Employee's name (please print)

Employee signature

Date: _____

Supervisor signature

Date: _____